

Job Title: Sales and Marketing Manager

ILM Profile & Background:

Our company offers cutting edge products and services that are rooted in deep subject matter expertise of Safety, Cybersecurity, and Artificial Intelligence fields within embedded computing electronics that power tomorrow's autonomous vehicles. ILM has plans to launch in the near future a number of new products and services for the sectors of automotive industry, security and surveillance, telemedicine, coding products, smart energy and products related to parking surveillance with the help of international collaborators. The company has the privilege of designing and developing solutions to analyze cybersecurity, functional security and other critical aspects of electrical designs of autonomous and semi-autonomous vehicles.

Job description:

The Sales & Marketing Manager would be leading the ILM efforts to promote its ongoing and new products in the relevant marketing fields and areas. To attract potential customers and stakeholders, the marketing manager would develop a marketing strategy under the guidance of ILM top management. He/She would develop a comprehensive understanding of the primary goals of the company, that of the salient and detailed features and functions of the products so as to present, demonstrate and explain the general and technical features of the products. Leveraging his experience and knowledge about the marketing business, the manager will search, identify and approach potential customers and clients. Given the fact that the ILM products and services are considered critical in development of future automotive, agriculture, aerospace and various other industries, it is upto the marketing effort and expertise of the manager to put across the salient features of the products for the customers.

Primary Responsibilities:

As a marketing manager you will be at the forefront of the entire marketing activity for promotion and sale of ILM products and services. You would coordinate and collaborate with top management and technical human resources of the company to develop strategic marketing goals & plans. You would develop adequate understanding and knowledge of the products and services so as to convince potential clients. You would develop marketing materials, papers, brochures, and presentations in coordination with technical resources of the company.

Key Responsibilities:

1. Digital Marketing Strategy Development:

- Develop and execute a comprehensive digital marketing strategy to promote ILM products.
- Create targeted campaigns to drive awareness, generate leads.
- Use data-driven insights to continuously optimize digital marketing efforts.
- Define customer segments and develop tailored messaging

2. Content Creation and Management:

- Develop high-quality digital content (articles, blogs, case studies, videos, webinars).
- Produce content that clearly communicates complex technical concepts to simplify for executive management.
- Work with the product management team to align content.

3. SEO and SEM Optimization:

- Lead SEO strategy and execution to ensure the company's website and content rank highly for relevant keywords related to ILM products, solutions, and services.
- Manage SEM campaigns (LinkedIn, Google Ads, Facebook Ads, YouTube Ads, Bing Ads).

4. Lead Generation and Demand Generation:

- Implement demand generation strategies through digital channels.
- Track, analyse, and optimize digital campaigns.

5. Customer Relationship Management (CRM) and Retargeting:

- Oversee the management of CRM systems.
- Develop retargeting strategies to keep potential customers engaged.
- Analyse and segment customer data.

6. Technical Webinars, Demos, and Virtual Events:

- Organize and host technical webinars, product demos, and virtual events.
- Develop interactive presentations and real-world use cases.
- Engage directly with prospective customers during live events, answering technical questions and building relationships.

7. Cross-functional Collaboration:

- Work closely with product development, R&D, and engineering teams to understand new product features.
- Act as the bridge between the marketing and product teams.

Education & Qualifications:

- A Bachelor's or Master's degree in Marketing, Engineering (Electrical, Electronics, Automotive, or Software), Computer Science, or a related field.
- Higher qualification or Master's degree would be preferred in case it is relevant with the technical areas of Marketing, Electrical/Electronics Engineering, Computer Engineering and Software Engineering.

Experience:

- 5-7 years of experience in digital marketing, with a focus on technology, B2B, or engineering products (automotive, simulation, AI).

- Proven success in managing digital campaigns for technical products, ideally in the autonomous vehicle or automotive technology sectors.
- Experience in promoting complex technical solutions, particularly in AI, machine learning, and simulation technologies.
- Strong communication and presentation skills.

Remuneration:

Market competitive salary.

How to Apply: Interested candidates are invited to submit their resume, portfolio, and a cover letter detailing their relevant experience to jobs@ilmach.com. Please include "Sales & Marketing Manager" in the subject line. Applications will be accepted until 31st Jan 2025. Muhammad Awais Riaz HR Manager
Contact/WhatsApp # +92 302 0508703.